



## RELEASE

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### **DFL organizes SportsInnovation event 2018 together with Messe Düsseldorf**

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As an innovation leader in the field of sport, DFL Deutsche Fußball Liga is launching an international platform for technological progress and innovation. The slogan of the inaugural SportsInnovation event, which will be held May 8-9, 2018 in conjunction with Messe Düsseldorf, is “Meet the Future of Sport”. The first event of its kind for football, it will introduce a specialist audience to established companies and promising start-ups that will provide insights into the latest technologies and trends in a hands-on atmosphere.



“Technological progress presents huge opportunities for all areas of sport. The purpose of the SportsInnovation event is to provide an international stage for tomorrow’s trends across the whole array of potential application areas – from sports and performance analytics through to television production and stadium technology,” says Christian Seifert, Chief Executive Officer of DFL. “We are pleased to have such an experienced partner as Messe Düsseldorf at our side for this project.”

## DFL

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As Werner M. Dornscheidt, CEO and Chairman of the Management Board of Messe Düsseldorf, states: “Even for an international trade fair organizer with decades of experience it is exciting to collaborate with such a professional partner to develop a format catering to the traditional interests of tradeshow visitors – namely seeing and experiencing innovations up close in such a dynamic sector, sharing ideas with high-caliber colleagues, and drawing new impetus for one’s day-to-day business – and transform them into an ideal experience.”

The centerpiece of the event will comprise several specially organized youth football matches, which will function as a testing ground for the technical innovations on show. The exhibitors will also present their applications and services in the boxes and business zones. The central stage will showcase a program involving top-rate guests. With its interactive program, SportsInnovation 2018 will offer the attendees – who are representatives of German and international football clubs and associations, media partners, sports venue operators, and academics – an exclusive look at current and future technologies.

DFL and Messe Düsseldorf will publish the full program of the event in spring 2018.

Note for editors:

Information on accreditation for the event will be published in early 2018.

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